

HERE'S the POINT

By SPENCE HELD

That underprivileged 210-pound Russian woman discus thrower apparently couldn't resist temptation and stole five hats from a London store.

My heart bleeds—not a dry eye in the house.

Personally, I think there ought to be a law against women "athletes," anyhow. The ancient Greeks had more sense than to allow women to compete in the original Olympic Games, realizing that they ain't built for running, jumping and throwing.

We don't have interscholastic or intercollegiate track and field for girls and/or women in the U. S., as far as I know, and it's a mystery to me why we enter female "athletes" in the Olympic Games.

Let the Russian female coal-heavers and sewer-diggers try to imitate the men in sports, if they want to, but for Zeus' sake let's quit pretending in our own country that women are athletes.

They're not... And I, for one, am glad of it.

Speaking of women, I nominate that photo of bedraggled Diana Dors climbing from her swimming pool as the most unglamorous of the year.

The British actress and her husband claimed a photographer pushed them into the pool so another fotog could snap the scene.

Aw, come on, Diana, what kind of a lens louse would do that? Surely, it must have been an accident.

Haw!

Three former bodyguards of the governor of Baja California sauntered into a Mexican cafe Sunday night; one of them calmly shot and killed Marquez Sanchez, a newspaper editor, then walked out laughing.

Yeah, very funny... Almost as entertaining as a bullfight, huh?

I remember the time they staged a fight between a bull and a bear in Tijuana. The terrified bear didn't want to fight, so they built a fire under him.

Finally he was goaded by the bull and died quite satisfactorily. Some fun, huh?

In a story about a wedding at a Point Loma church Saturday, my favorite San Diego daily newspaper produced the following gem: "The couple will spend two weeks in the Klamath River, Ocean Beach."

Yeah, and Monday night the 11 o'clock news broadcaster for an L.A. radio station reported there was a forest fire near "Kaia-mahca" Lake.

Significant quotes: Robert G. Alderman, of San Rafael—"Why is it that a girl who is afraid of a mouse will go out with a wolf?"

SLOGAN CONTEST

Mrs. H. W. Eger, of 4551 Naragansett Ave., was last week's winner in the Peninsula News Booster Slogan Contest. Her winning slogan will be found on Page 9, along with details of the weekly contest.

SQUARE DANCE CLASS

A beginners square dance class, sponsored by the Lighthouse Squares, will be held at Point Loma Assembly Hall, 3035 Talbot St., starting Sept. 14 at 7:30 p.m. The caller will be Bob Daugherty. For further information call AC-3-1962 or AC-3-5471.



ALL SET FOR THE FAIR. This bevy of pretty coeds from Mt. San Antonio College who play an active part in the festivities at Los Angeles County Fair in Pomona Sept. 14 through Sept. 30, are having a tryout for one of their activities on a prize Percheron. They are, left to right, Bonnie Hurd, Covina; Virginia Rodgers, San Gabriel; Delia Gonzalez, Puente; Kay Bergan, Pomona and, standing, Joan Sweigart, San Gabriel.

Peninsula News

The Only Newspaper 100 Percent Interested in San Diego's Peninsula Area. Serving 60,000 Population in Ocean Beach-Point Loma-Loma Portal-Midway

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Ocean Beach, San Diego 7, California Thursday, September 6, 1956

Phones: AC-3-3156 - AC-3-3157

Ten Cents a Copy

TEN PAGES

3 Lucky Numbers On Window At Peninsula News

The three lucky numbers in the \$200 cash award drawing, sponsored by Ocean Beach Merchants, were posted on the window at the Peninsula News following the drawing Saturday at the O. B. Chamber of Commerce office in the 'News' bldg., 1918 Bacon St.

As of yesterday, none of the three winners had appeared to claim their prizes. (Top award is \$150; the others are \$30 and \$20.)

Winners may claim their prizes at the Chamber office today, Friday or Monday from 9:30 a.m. to 12 noon.

Jess Bailey, chairman of the Merchants Committee, said that Monday noon is the deadline. If any awards are not claimed by then, the numbers will be cancelled and substitute numbers posted on the window at the Peninsula News and on windows at several Ocean Beach stores.

Sheriff's Rodeo Set At Del Mar

Tickets are on sale for the second annual Sheriff's Rodeo, which will be held Sept. 22 and 23 at the Del Mar Fairgrounds, Sheriff's Lt. Tom P. Isbell, Rodeo Chairman, reported today.

The show, billed this year as the "Southwest's Greatest Rodeo," will feature 150 leading rodeo riders and top cowboy performers in the country. The show is sanctioned by the Rodeo Cowboys Association.

The Sheriff's Rodeo is family-style entertainment, Isbell said. General admission prices are \$1.50 apiece, and children get in for only 50 cents. Isbell said there is a limited number of box and reserved seats.

Prize money offered the riders and performers in the six classes may reach \$6000, thus assuring keen competition in each event, Isbell said. There will be contests in saddle bronc riding, bareback riding, team roping, steer wrestling, steer riding and calf roping.

The rodeo is sponsored and staged by the San Diego County Sheriff's Relief Association, a non-profit organization. Funds derived from the rodeo are for the aid of San Diego Sheriff's officers, who become injured or ill in the line of duty, or to the families of those killed while serving the county.

U. of C. Extension Offers 73 Courses

The University of California Extension Division will present 73 courses during the fall semester, opening the week of Sept. 17. C. A. Lewis, principal representative, announced this week.

Courses will range from art through business administration and economics, engineering, science, psychology, journalism, languages, fiction writing and theatre arts.

Four courses in Real Estate will be applicable on the Certificate in Real Estate, Lewis said, as will two others in business administration. Seven courses can be applied toward the Certificate in Industrial Relations.

Catalogs describing the 73 courses are available at the Extension office, 1015 Seventh Ave. Students may enroll there prior to the opening of the classes.

Work Permits For Minors Expire September 17; Must Be Renewed

Working minors and their employers were reminded this week by John D. Wimmer, coordinator of junior employment for the city schools, of the requirement that all employed youth under 18 years of age must have a valid work permit.

Wimmer also warned that all current work permits automatically expire Sept. 17 and must be renewed. Exceptions are those permits issued to high school graduates or married minors under 18. These permits show the expiration date in the upper right-hand corner.

Employers who plan to continue the employment of any minors are required by the State Education Code to secure new permits at the opening of each school year.

The burden of securing new



EXAMINATIONS—Football players and other athletes were given free physical examinations at Point Loma High Aug. 30. Seated, left to right, are Phil Meyer, Nick Verdusco, William Bradford and Doug Stephenson. The ex-

amining physicians are Dr. O. W. Wheeler and Dr. Winton B. Oster. Football practice started Tuesday with more than 100 candidates for the varsity and sophomore teams.—Rex Langdon photo.

Monster Bluefin Tuna & Yellows Hooked In Derby

Big fish by the usual standards scarcely rated a second glance this week as monster bluefin and yellowtail all but swept the weekly qualifying prizes at stake in the \$25,000 San Diego Yellowtail Derby.

For example, Robert Forrester, El Centro, checked in a 41 pound 3 ounce bluefin tuna to take the top weekly award and climb to the runner-up position behind Dan Bodie, Chula Vista, and his 50-12 bluefin. Second in the weekly list was a 39-6 bluefin caught by Dalbert Salas, South Gate, third was a 38 pound yellow taken by R. L. Hanley, Santa Monica, and fourth a 37-4 yellow brought to gaff by Robert Farrell, Brawley.

Daily catches ranged as high as 308 yellows and 189 bluefins, plus exceptionally heavy takes of barracuda and bonito. This heavy action jacked up the minimum qualifying weight in the final period to 23 pounds 6 ounces with two weeks remaining.

Other highlights of the week included the appearance of schools of yellowtail and barracuda at the Point Loma kelp beds and greater activity on the part of marlin. Spikebill catches were featured by the landing of a 138 pounder by June Jones, San Diego anglerette, who hooked the fish while fishing for bluefin tuna from Steve Griffin's Tortuga. The catch was made on regulation yellowtail tackle but the fight lasted four hours.

OCEAN BEACH WCTU

Ocean Beach WCTU will meet Tuesday noon, Sept. 11, at the Baptist Church, Sunset Blvd. and Santa Monica Ave.

Local Residents Urged To Support Civil Defense Week September 9-15

Peninsula residents were urged today by Mayor Charles C. Dail to participate in the national observance of Civil Defense Week, Sept. 9 through 15.

Mayor Dail issued a proclamation setting these dates as San Diego's Civil Defense Week and calling for support of all citizens in the local observance.

Kickoff for the week will be a national TV and radio appearance by President Eisenhower on Sunday, Sept. 9. An hour-long program of entertainment by top stars will be included. Local TV and radio stations will carry the program at 2:30 p.m. Sunday.

As part of the local program more than 800,000 information pamphlets are being distributed to the citizens of San Diego, Roy E. Butler, City Civil Defense Coordinator, said.

Distribution will be made through retail businesses throughout the city. The literature is being placed with the establishments by more than 3,500 Civil Defense wardens under the direction of Harry Masters, chief warden.

Additional distribution will be made through industrial plants and the city library system by John R. McCants, facility protection coordinator.

As part of a nationwide program 1,500,000 Civil Defense Week posters are being placed by the Boy Scouts of America. Local Scout units are handling the distribution in San Diego.

Theme for the week is "Alert Today—Alive Tomorrow." Daily

themes are as follows:

Sunday—Preparedness in the Nation.

Monday—Report to the Community.

Tuesday—Preparedness of the Individual.

Wednesday—Preparedness in the School.

Thursday—Preparedness in the Home and Neighborhood.

Friday—Preparedness at Work.

Saturday—Preparedness in the Community.

"Civil Defense Week has been planned to help develop this preparedness," Butler said. "Our community, like every other community in the nation, has a definite need for a strong civil defense organization, ready to meet any emergency."

Butler pointed out that civil defense is something far beyond the mere preparing for an enemy attack, which everyone hopes will never come. He stressed the need for preparation for natural disasters in which civil defense would plan an important role.

"The value of civil defense was demonstrated in an impressive manner during the extensive New England floods and other disasters in 1955," Butler said. "The whole nation had an opportunity to see that the training given civil defense workers to cope with attack emergencies prepares them to meet natural disaster."

"I hope that Civil Defense Week will stimulate interest in our community and make it possible for us to strengthen our preparedness."

Motorists Urged To Watch Out For School Children

School starts next Tuesday, September 11.

The San Diego County Traffic Safety Council urges that motorists redouble their vigilance and careful driving to make sure the early days of the new school term are not marred by injuries or fatalities to school children.

"Many children who have been away for the summer and thousands who are attending school for the first time will not realize the traffic dangers in their daily to and from school routine," the Safety Council warned.

"Obviously, it is up to every motorist to use extreme caution during and after school hours to protect all our children."

This year's traffic toll is one of the highest on record in San Diego County, the Council pointed out, and with the fall season starting driving conditions are not going to be as ideal as in summer.

"Weather changes and thousands of children attending schools will make the responsibility of the motorist greater than ever," the Council said.

Ceramic Hobby Crafts Show

The fourth annual San Diego Ceramic Hobby Crafts show will be staged Sept. 7, 8 and 9 in the Electric Building in Balboa Park, Mrs. Loma Stevens, show chairman, announced today.

Mrs. Stevens said amateurs from all sections of San Diego County are expected to enter more than 600 ceramic pieces in the show this year. There will be trophies and ribbons in each of 11 categories in the amateur field.

Doors will open each day at 1 p.m. and close at 9 p.m. There is no admission charge.

Mrs. Doris Cox, president, Mrs. Ruth Clifford, secretary, Mrs. Jeanne Hires, treasurer of San Diego Ceramic Hobby Crafts Association, are assisting Mrs. Stevens in staging the show.

ORDER OF AMARANTH

Pacific Beach Court 104, Order of Amaranth, will have an initiation on Friday, Sept. 7 at 8 p.m. in the Masonic Temple on Sunset Cliffs Blvd.

Birthdays of the associate matron and patron, Eva Storm and Ralph Storm, will be celebrated. Presiding will be Leona Emmitt, royal matron, and Lyle Emmitt, royal patron. Mary Casad is chairman of the evening.

LEGION AUX. TO MEET

Auxiliary to Post 433, American Legion, will hold a unit meeting today, (Thursday), Sept. 6 at 8 p.m. in the Moose Hall, 5019 Newport Ave.

Local Schools Ready To Open Next Tuesday

With registration of new students under way this week, the back-to-school movement will reach full flood in the Peninsula and Midway areas next Tuesday. A total enrollment of 8,572 is expected in the nine city schools here.

Tuesday, Sept. 11 will be a minimum day for pupils.

In elementary schools, new pupils (kindergartners and all others new to the school district in which they now live) will register tomorrow (Friday), Sept. 7 from 1 to 4 p.m.

At Dana Junior High and Point Loma High, students new to those school districts will continue registering Friday from 8:30 to 11:30 a.m. Such registration was under way Wednesday and today (Thursday).

Newly-elected Board members of the Point Loma PTA will serve coffee and doughnuts to teachers Friday between 9:30 and 10:30 a.m. in the cafeteria.

Teachers at Ocean Beach Elementary School were guests of the Parent-Teacher Association today (Thursday) at a Welcome Luncheon in the school cafeteria.

Mrs. Arthur Garcia was luncheon chairman.

Mrs. C. W. Johnston will be in charge of arrangements for assisting with the registration Friday, Sept. 7, at the school. Kindergarten children will be registered in the auditorium from 1 to 4 p.m. Children in all other grades who are new in the Ocean Beach District will be registered at the same time in the cafeteria. All other children report to school on Tuesday, Sept. 11.

A "minimum day" schedule will be followed Tuesday: A.M. kindergarten—8:30 to 10:30; P.M. kindergarten—10:40 to 12:40; 1st, 2nd, 3rd—8:30 to 12 noon; 4th, 5th and 6th—8:30 to 12:40. No lunch will be served.

Coffee will be served to parents by members of the PTA from 9 to 12 in the Ocean Beach Community Center.

O. B. Merchants Defeat Calvary

The Ocean Beach Merchants defeated Calvary Tabernacle, 3 to 1, in a Pacific Beach Softball League game.

Although needing relief in the last inning, Carl Rupp pitched a fine game, limiting the losers to four hits. Jones, in relief, struck out the last two men to snuff out the threat. The Merchants played errorless ball and capitalized on their opportunities to score in the second, fourth and sixth innings.

The win brought their record for the season to 11-3.

Sponsors of the team are: Mike's Napoli Pizza, O. B. Chamber of Commerce, W. B. Oster, La Dou Lumber, Bailey's Western Auto, Pacific Shores Cafe, Villano's Pizza, Newport Cleaners, Paras Shop, Ocean Beach Bowl, Myers & Stuart Mobil.

Cabrillo PTA

Board members of Cabrillo PTA will entertain the school faculty at luncheon tomorrow (Friday) in the school cafeteria before the afternoon registration of new students.

Mrs. Arthur Jessop, PTA president, has asked Mrs. John Bowman, hospitality chairman, to handle arrangements for the luncheon.

Loma Portal PTA

The annual Loma Portal PTA Board luncheon honoring the school staff and teachers will be held Friday, Sept. 7.

Committee chairman is Mrs. C. B. Reid, with Mrs. R. W. Heck in charge of decorations. The decorations will have a fall theme with straw baskets filled with flowers.

Miss Sydnie Higgins principal, will introduce new teachers.

First PTA Board meeting was held at Mrs. Melvin Long's home Sept. 4.

Silver Gate PTA

A welcome respite from the activity of getting classrooms ready for school was the luncheon for the faculty given by the PTA Board of Silver Gate School on Wednesday in the school cafeteria.

In charge of arrangements were the hospitality chairmen, Mrs. Robert W. Chambers and Mrs. Robert Moore. Mrs. Al Brosio decorated the tables.

Mrs. Charles Underwood, PTA President, introduced the Board members, Miss Mary Jane McIntyre, principal, and members of the faculty.

Classified ads—they satisfy.

Current Affairs Class To Open

Dr. I. D. Taubeneck will conduct a class in Current Affairs with their historical backgrounds on Friday mornings from 9 to 12 at the Midway Adult Center, 3249 Fordham St. The coming presidential elections promise to make this class a timely and lively prospect.

Dr. Taubeneck has an extensive background for this program, having been a Fulbright lecturer to the Philippines and conductor of the Bronxville Community Forum for many years.

Advance registration may be made by calling AC-3-1671.

Fatal Fallacies

by Ted Key



AD LIBS

By ADALINE DUDLEY
AC-2-5709

ANNIVERSARY

A surprise party marked the 34th wedding anniversary of Mr. and Mrs. A. C. Heilman, Sr., of 4968 Muir St. The celebration was hosted by their son-in-law and daughter, Mr. and Mrs. Jay Hess, in their home at 1845 Sunset Cliffs Blvd.

Included in the party plans was a long distance telephone call from the Heilmans' son and his family, who live in Melrose, Mass. Mr. and Mrs. Heilman have lived in Ocean Beach for 17 years. Mr. Heilman is in the building business.

Assisting at the party were grand daughters, Linda Susan and Debra Lynn Hess and Mr. and Mrs. Ted Tucker.

SUGAR AND SPICE IN COLOR

There's another red head in the family of Mr. and Mrs. George C. Hallin, of 4585 Niagara Ave. Their son and daughter-in-law, Mr. and Mrs. Charles Herzberg, of Anaheim, announce the arrival August 28 of a daughter, Debra Sue, who inherits her red hair from her Ocean Beach grandmother. Debra Sue makes a threesome with brothers, Charles, 6, and Don, 3.

HOOKED

Already making plans to return to San Diego to live is Mrs. Marjorie Chrysler, from St. Paul.

With her infant son, Clarence, she is visiting Mr. and Mrs. Remo Rosenboom, of 1733 Bacon St. The Rosenbooms are originally from St. Paul.

ON TIME

The two clocks in the auditorium showed ten minutes difference in time. The meeting was scheduled for exactly one hour. As the program progressed, the speakers forgot their time allowance and the hour was gone. So, as the last speaker sat down, the conscientious master of ceremonies announced: "Ladies and gentlemen, I started the program with the clock on the back wall, but since we've run over time, I will close with the clock on the other wall. This way we can say we started and ended 'on time.'"

SAW AND LIKED

Elementary school "grads" were milling around their "alma mater" the week before they were to enter Dana Junior High School. Do you suppose they were reluctant to leave the "little pond" where they had been "big ducks?"

HEARD AND LIKED

"Youth is a time for growing to maturity. You don't go to bed a happy, go-lucky juvenile one night and wake up the next day a wise and mature adult."

SCHOOL SEASON



The return to school—another precious part of that youngster's growing-up story—provides real picture opportunity for the wise parent. Situations with a natural story theme, like this, make fine subject matter for still or movie camera alike. And full-color family movies can be as easy and economical to take as snapshots. A new, wonderfully inexpensive Brownie Movie Camera is as easy to use as the name implies. It's necessary to make only one simple setting... sight and shoot. When those full-color movie fill the screen with all their action and realism, treasured time live again—just the way they happened.

Highway Patrol's Words Of Wisdom

SACRAMENTO — Be sure all these reports for use in the accident prevention efforts of enforcement agencies, highway engineers and educators.

"The law requires all injury and fatal traffic accidents in rural areas to be reported to the California Highway Patrol," declared Patrol Commissioner B. R. Caldwell. "Such traffic accidents that occur in incorporated cities are to be reported to the local police department."

Last year the Patrol processed 198,206 traffic accident reports including some property damage accident reports and, many times, these reports lacked vital information due to failure to file a proper report," Caldwell continued. "The financial responsibility report is in addition to the police reports mentioned here and is to be sent to the Department of Motor Vehicles."

"Report forms and assistance in filling out the forms are available at any Patrol office. The Patrol office. The Patrol tabulates

It costs the oil industry an average of \$1.08 to find each new barrel of oil in the ground, according to the National Automobile Club.

Seventy-eight per cent of car owners in the United States carry fire and theft insurance, according to the National Automobile Club.

Don't buy a white elephant. Don't get stuck. Play safe! Rely on your San Diego Better Business Bureau.

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CAFE & FOUNTAIN
Carnation Ice Cream
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Ocean Beach First Baptist Church
SUNSET CLIFFS & SANTA MONICA AVE.
REVEREND ALLEN NEWMAN, MINISTER
9:45 a. m. — Bible School.
8:30 and 11 a. m. — Morning Worship.
6:30 p. m. — Training Union.
7:30 p. m. — Evening Worship.
Prayer and Bible Study Wednesday, 7:30 p. m.

BETTY-JUNE DANCING ACADEMY TALENT REVIEW

Ocean Beach Elementary School
Saturday, Sept. 8, 8:15 p.m.

NO ADMISSION CHARGE

Classes Starting Tuesday, Sept. 11

Betty-June Dancing Academy
5050 Newport Ave. Ocean Beach
Telephones HU-8-5538, BR-3-7577

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PUP-O HORSEMEAT
Nothnig Added
Reg. 2 for 49c..... **2 for 41c**



NUTRINA DOG & CAT FOOD
Meat, Milk & Eggs
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100% Chicken
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We Have It! If we don't... we will order for you if available!

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In fact it calls for as much judicial attention as any woman would demand.

We do not try to SELL; we only SERVE.

Come in and let Marge White show you the difference a little care will make..

Marge has a background of 12 years in nationally known cosmetics and has conducted several schools in makeup and general skin care. Her specialties are problem skin and hair care. She was a traveling instructor for Revlon in the East for a good many years before coming to California.

When you come in to see Marge she will be glad to show you all of our new lines... Elizabeth Adren, Helene Rubenstein, Yardley, Dorothy Gray, etc.

Also while you are here glance over our tremendous eye catching Jewelry.

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THOROUGHbred RACING AT DEL MAR NOW DAILY
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Follow the gay crowd to cool, comfortable Del Mar. Season ends September 10th.



Monday through Saturday
POST TIME 2:00 P. M.

Seats from \$1.20 (inc. tax)
For Reservations, call:
SKyline 5-1141 or
BEImont 3-0101

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EGGS Med. AA doz. **37c**

BISQUICK 40-oz. package **39c**

MARGARINE Sun Valley lb. **19c**

CRACKERS NABISCO GRAHAM Lb. package **33c**

JAM MARY ELLEN STRAWBERRY 20-oz. jar **39c**

CHEESE VELVEETA KRAFT 1-lb. package **43c**

Mayonnaise Bordens, Quart **59c**

WESSON OIL Quart **57c**

Tomato Juice Libby's, 46-oz. can **25c**

Grated Tuna 2 35c
Van Camps 6-oz. can 2 for 35c

COFFEE S and F Drip or Reg. lb. tin **87c**

STORE WILL BE OPEN SUNDAY 10 A. M. TO 7 P.M.

RUSS' Quality Meats

House of Choice and Prime Beef

STEAK SALE!

Boneless Round . lb. 69c

Sirloin . lb. 89c

T-Bone & Club . lb. 98c

FRESH Ground Beef . lb. 29c

New Policy Set By Humphrey Inc.

Humphrey Incorporated, Peninsula developers and manufacturers of "electro-mechanical instruments," has inaugurated a new policy of marketing its full product line direct, President Paul E. Humphrey announced.

Basic products manufactured by the Humphrey organization in its San Diego plant are gyroscopes, accelerometers and potentiometers.

"For the past 10 years we have specialized in the development and production of precision instruments for missiles and aircraft, distributing them on a license basis," Humphrey said. Humphrey instruments have been distributed through Pacific Scientific Co. and affiliated organizations.

"As a result of our continually expanding production and our desire to maintain closer contact with our customers, we have established this new sales policy and will serve our customers directly through our own sales department," he said.

Humphrey also indicated that an expanded product line, and continued research and development activities are planned. The Humphrey plant is at 2805 Canon St.

Your San Diego Better Business advises you to read before you sign a copy of every contract for your protection.

When It Comes To Fine Jewelry COME TO
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4822 NEWPORT AVE.
AC-3-1840 Ocean Beach

USD Divisions Kick Off Campaign For \$2,306,000 In S. D. County

United Success Drive campaigners yesterday began an intensive drive for \$2,306,000. It was "K-Day", as campaigners throughout the city and county got the Military, Professional Public Employees and Commerce and Industry Divisions kick off to a flying start.

Jack Thompson, Jr., chairman for the campaign, said that kick off meetings were held in four different parts of the county.

Breakfast meetings were conducted in the North Shore and Heartland Divisions, while a luncheon meeting kicked off the Southern Division.

K-Day was climaxed last night with a dinner meeting at the El Cortez Hotel to mark the beginning of the campaign in professional, military, public employees and C&I divisions.

Thompson told the campaigners that the community has stopped pretending that it is meeting its responsibilities to its citizens. "Each year all of us have continued to pretend that we have been doing better than we really have."

Actually we have lagged behind for all these services which we support together through the United Success Drive.

He pointed out that the campaign goal of \$2,306,000 has been set to meet the needs of the community. "We have stopped pretending as a community, we must now stop pretending as individuals, and re-examine our own giving for all these services."

"Each new day brings about more man-made miracles in the lives of people who use Red Feather agencies. By meeting the \$2,306,000 United Success Drive goal, we ensure the continuation of these miracles. Together, we can Make More Miracles Happen."

The drive this year for \$2,306,000 will include the united efforts of Community Chests of Carlsbad, Chula Vista, Coronado, Fallbrook, Oceanside, and San Diego Area.

The money raised will be used for the 1957 operation of more than 90 Red Feather services in the County.

O. B. Lioness Club Elects Officers

Mrs. Lester Husbands was elected president when the Ocean Beach Lioness Club held its annual election of officers Aug. 28. Other officers elected were: First vice-president, Mrs. Leonard Van Stelle; second vice-president, Mrs. Jules Joniaux; secretary, Mrs. Wilbur Wyatt; treasurer, Mrs. George Celeste.

Perfect attendance pins were presented to Mrs. Lee Coley, Mrs. Husbands and Mrs. Celeste. Mrs. Dorothy Labrincha was accepted as a new member after signing the by-laws of the club.

Following the business meeting, the program was turned over

to Mrs. Pauline Poma and Mrs. Rena Nadeau of Pauline's Beauty Salon. They styled the hair of three members and gave a complete Revlon make-up demonstration. All members were given a chance to ask questions pertaining to make-up problems and received excellent advice.

Mrs. Poma then awarded two door prizes, these going to Mrs. Jean Arneson, a guest, and Mrs. Alex Alexander.

Mrs. Coley thanked Mrs. Poma and Mrs. Nadeau and adjourned the meeting, after which refreshments were served by Mrs. John Kerr, the hostess.

O. B. Woman's Club Luncheon Set

BY MARIAN KRETTLER

The Ocean Beach Woman's Club will begin the Fall activities with a noon luncheon September 13. Speakers following the business session will be Betty Sherwood for the visiting nurses and an officer of the traffic division who will accent public safety.

A change has been indicated for the literary section of the Woman's Club, which will meet at 1 p.m. at the clubhouse Monday, Sept. 10. Many interested persons have found it difficult to come in the evening, hence the alteration.

Mrs. Lawrence Krettler, lately returned from the Writers' Conference at the University of Montana, will discuss the new field of writing as exemplified by Hemingway, which does not follow the contrived story plot at all.

The very famous Dr. Van Tilburg Clark spoke of "the swamp of the human mind" in the Hemingway tale, "Soldier's Home" in contrast to what he termed the "Cooky-cutter" style of story, which is definitely on the way out for the psychological analysis.

Episcopal Church Sunday School

Beginning this Sunday, Sept. 9, the Sunday School of All Souls' Episcopal Church will open with a new schedule designed to take better advantage of the parish hall facilities until the completion of its building program. The schedule will provide for division of the school into three groups.

Children in grades four through eight, the upper school, will attend a family service at 9:30 in the church proper, sitting with their parents and taking part with them in the worship. At 10, children and teachers will go to Gooden Hall for their classes while adults remain for a half hour's Bible study with the rector.

The pre-school group, ages 3, 4, and 5, and the lower school, grades 1, 2, and 3, will meet at Gooden Hall at 11 o'clock. Morning prayer and sermon at 11 will remain unchanged. Nursery care will be available during both sessions.

Girls in grades 4 through 8, particularly members of the present St. Cecilia and Junior Choirs, are invited to join the choir for the 9:30 service, and boys of 4th grade up are asked to meet with the rector in his office this Saturday, Sept. 8th, at 10 a.m., to organize two acolyte guilds—one that will serve at 9:30 and a senior group to serve at 8 and 11.

One out of seven persons in the United States is employed in highway transportation industries, according to the National Automobile Club.

Don't bite on "give-away" prices. Guard against unbelievable bargains. First check with your San Diego Better Business Bureau.

GLADYS BOWEN
Dance Studios
Private and Class
Ballroom Dancing
2195 Chatsworth
Boulevard
Phone AC-63400

When It Comes To
Fine Repair Service
COME TO
JEWELERS
CREDIT
4822 NEWPORT AVE.
AC-3-1840 Ocean Beach

Daytime Classes For Adults Set

Daytime classes for adults will receive a complete schedule of open Tuesday, Sept. 11 at Midway Adult Center, 3249 Fordham St. Registration has been conducted all this week and is still open so that students may register at the first class meeting which they attend. A complete high school completion program is offered and counseling service is available. Students may call AC-3-1671 for an appointment with Mr. Christenson, the counselor, or to

Phone AC-2-5826

DR. STANLEY J. POST
CHIROPRACTOR — PHYSIOTHERAPIST
3767 VOLTAIRE ST.
Day and Evening Hours

Lady Attendant

"Quality Counts"

Try Our "DE LUXE" SERVICE

Completely Finished by Hand
• Linings—Inseams, Pockets, Waist

Bands.

• All Minor Repairs checked
and buttons replaced.

We Repeat... "QUALITY COUNTS"

Point Loma Cleaners

3663 VOLTAIRE

OCEAN BEACH

Pickup and Delivery Service

AC-3-1354

Beach Area's Only 100% Locally Owned Theatre

STRAND

4950 Newport — Ocean Beach — AC-2 4150

NOW PLAYING

ENDS TUESDAY

WILLIAM HOLDEN in
"The Proud And The Profane"

plus
ROBERT TAYLOR in
"D-DAY 6th OF JUNE"

NEXT WEDNESDAY

Sept. 12

PAUL NEWMAN in
"Somebody Up There Likes Me"

also
MARTIN & LEWIS in
"PARTNERS"

SATURDAY JUNIOR MATINEE

Sept. 8

"QUEST FOR LOST CITY"
(A thrilling Jungle Adventure)

also
"Take Care Of My Little Girl"

and
4 BIG CARTOONS

SATURDAY CASH NIGHT \$440

For Prompt Delivery
of your Freight Shipment...



Santa Fe

For Details, Just Contact Any Santa Fe Freight Traffic Office

RANCHO MARKET BASKET

4967 Newport Ave.

Ocean Beach



BACK



TO



SCHOOL

Stock up this week-end on those
Back-To-School Food Essentials!

One stop here is all it takes to get the youngsters off to a good start. Everything you'll need to satisfy their lusty appetites is here... all grade A in quality... and all priced to go easy on the budget.

BONELESS

PORK
ROAST
49¢ lb.

BOSTON BUTTS

KENTUCKY
WONDER

GREEN
BEANS
2 lbs. 29¢

LARGE FANCY
NEW CROP

JONATHAN
APPLES
2 lbs. 29¢

LARGE FANCY SLICING

TOMATOES
7½¢ lb.

NOW OPEN SUNDAYS 10 a.m. to 6 p.m. --- Daily 8 a.m. to 7 p.m.
Friday & Saturday, 8 a.m. to 8 p.m.



RANCHO MARKET BASKETS

WE GIVE ACTION STAMPS!

4967 NEWPORT AVE.

OCEAN BEACH

Warren-Walker School Started 25 Years Ago

School bells have a special sound this year for the Warren-Walker School at 4605 Point Loma Ave. It is their 25th season, with the added honor of being the oldest private school under the same management in San Diego.

Mrs. Nellie L. Walker, founder and director, has an interesting story to relate of the beginning of the Warren-Walker School. State Sen. Kraft was the prime motivator.

Mrs. Walker had been teaching his son, Freddy, in a military academy which closed during the depression. Kraft was so pleased with the manner in which his son was being taught that he insisted Mrs. Walker continue his education and offered a room over the Kraft Drug Store. Freddy was immediately joined by the children of all the doctors in the building. Thus the school was born 25 years ago.

In 1940 the present school was built. It is a private day school, co-educational and non-sectarian. The school is being enlarged, but only to make a better one, not to increase enrollment. Mrs. Walker wishes to keep the school small in enrollment so each child can have individual attention and be kept an individual.

Mrs. Walker has taught for some 50 years, comes from a four-generation family of teachers, married a teacher with the same background as her own, and has two daughters who are also teachers.

PERSONAL NOTES

The High Westminister Fellowship and the College and Career Club of the Point Loma Community Presbyterian Church enjoyed a day at Big Oak Ranch Aug. 30.

Mrs. Mildred Foster of 4551 Santa Monica visited her husband's parents in Florida for a week recently.

Mr. Lowell Cheney and family moved from their home at 5945 Lotus last week and left for Tucson, where Mr. Cheney is the new shoe buyer for a department store.

The Cheneys, who reside in this area for three months, are former residents of Denver.

Mr. and Mrs. Daniel Moss celebrated their 35th wedding anniversary Aug. 26.

They were given a surprise party by Mr. and Mrs. Bert Levy at their home on Olander Dr. A patio dinner was served to the ten couples attending.

Mr. Tom Kemp and family of 2044 Ingelow are spending two weeks camping in their mountain cabin near San Bernardino.

Somebody phone you today for money or ask for a contribution to an unknown charity? Play safe. First get a report from your San Diego Better Business Bureau.

If it sounds too good to be true, it usually is. Report the facts to your San Diego Better Business Bureau.

California hunters bagged 1,241,000 jackrabbits during the 1955 season, according to the National Automobile Club.

Fall Term Announcement
PIANO CLASSES OF
FLORENCE MURPHY
Beginners or Adults
Classical or Modern
Your Home
Call AC-2-3736 for Appt.

TRY IT YOU WILL
LIKE IT
MADELINE'S
DINING ROOM
AT THE MARLIN INN

COTTONS GO TO PARTIES



Fresh as a rose with the dew still on it, and typical of this summer's cool, crisp fashion look, is this attractive and washable party cotton. A Jerry Parnis design in sheer, opaque cotton, the heart-shaped neckline and Empire bodice are outlined in tiny white chalk beads and occasional rhinestones. Modern science helps keep this season's costumes bright and fresh as new with a minimum of care. A new chlorine dry bleach in bead form that is guaranteed not to harm fabrics will maintain the fresh prettiness of the pink and white shadow print for many seasons to come. Simply launder with detergent, plus the bleach-beads. Rinse thoroughly. When ironing around the neck and bodice, place a Turkish towel under trimming and iron gently on wrong side.

JO'S FLOWER SHOP
4728 VOLTAIRE Phone AC-3-3306 Day or Night
CITY WIDE FREE DELIVERY SERVICE
S & H GREEN STAMPS
Phone and Charge It. **EDITH BARRON**

WE SPECIALIZE IN CAREFUL LUBRICATION
Myers & Stuart Mobile Service
INDEPENDENT DEALERS
— We Give S & H Green Stamps —
Newport at Cable Telephone AC-3-7008

SPECIAL REDUCTIONS!

Short Sleeve SPORT SHIRTS
Large Selection. All Sizes.
1/2 Price

SWIM TRUNKS
Large Selection. All Sizes.
1/2 Price

ART'S Store For Men
4920 Newport Ave. Ocean Beach
Telephone AC-3-8408

HEALTH FOR ALL

These are the days when science fiction takes on the look of truth. The ghastly tales in which insects take over the world seem only too possible. The creeping, crawling, flying population must be reckoned with.

The children come home from camp looking like smallpox cases. Backyard barbecues built at great expense are abandoned to the chiggers. Thin lines of ants parade boldly over the front-door sill. The night is horrid with the shriek of dive-bombing mosquitoes.

Will the boasted intelligence of man break down under this onslaught? Sometimes it seems that the outcome of the battle will be close. Fortunately, our scientists are meeting the challenge with new and better insecticides each year. But resistant strains of insects seem to appear for each new spray. What's more, the chem-

icals are sometimes dangerous to man himself, and to the domestic animals on which he depends for life.

While the scientific battle against the insect world goes on, what can the average civilian do to protect himself?

Good screens and scrupulous cleanliness will, at least, keep the insects outside where they belong. Repair breaks in screens at once. Mosquito commandos can spy out the slightest breaks in and bring up an attack force in almost no time.

Careful kitchen policing will

discourage enemy fifth columns. Insecticide "bombs" containing pyrethrum and DDT are powerful offensive weapons, but must be used with caution to avoid harming human beings and pets.

Despite all precautions, insect attacks are frequently successful. Fortunately, the bites are rarely dangerous, merely uncomfortable. Now that malaria and yellow fever are under control, the greatest danger lies in scratching where it itches. This can lead to infection and possibly blood poisoning.

Keep the skin clean, apply cal-

amine lotion, Epsom salts, of a wet paste of equal parts of baking soda and water. This treatment will soothe the sting and the bites should disappear shortly.

It isn't necessary to spend the summer in an air raid shelter. Man's courage and ingenuity

WINDOW SHADES
Free Estimates
Ocean Beach Paint Pot
1774 Sunset Cliffs
AC-3-9053

When It Comes To Fine Watches COME TO

JEWELERS
CREDIT
4822 NEWPORT AVE.
AC-3-1840 Ocean Beach

SACRED HEART CHURCH

OF OCEAN BEACH
ANNOUNCES SCHEDULE
OF SUNDAY MASSES

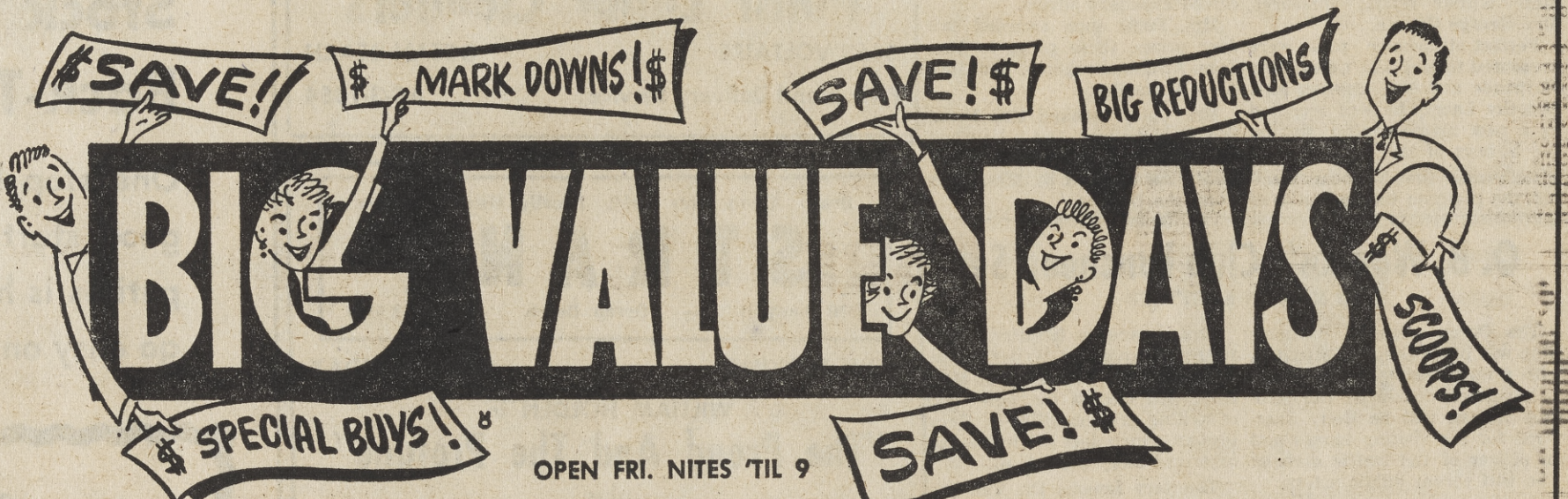
7:30, 8:30, 9:30, 10:30, 11:30
and 12:30

MAXINE'S BEAUTY SALON

4150 VOLTAIRE STREET
COLD WAVES..... 7 up
Includes: Shampoo, Set, Hair Cut
Phone AC-2-8680 For Appointment
Closed Mondays



HOMER'S VARIETY STORE ANNIVERSARY SALE!



6 DAYS---Thursday, September 6 through Wednesday, September 12

Free Balloons Thurs., Fri., Sat.

Factory Guaranteed PLASTIC HOSE

50 feet 7/16
Reg. 3.95
While They Last... **1.69**
50 feet 3/8
Reg. 2.95
While They Last... **1.39**

SOFA PILLOWS

1.29
Value..... **89c**

CHAIR BACK & CUSHION

98c
Value..... **79c**

FIRST ANNIVERSARY OF SELF-SERVICE

We are happy and grateful over the many expressions of appreciation, from our customers during the past year, about our lightweight carts and baskets for convenient Self-Service shopping. Local shoppers who have not visited our modern store will have a chance to get acquainted with our popular prices and quality merchandise during this 6 DAY ANNIVERSARY SALES EVENT! COME EARLY!

PARKING AT REAR OF STORE
Rear Entrance Open 'Til 5:30 P. M.

MISC. CLOSE-OUT SPECIALS

Spool Cotton Reg. 35c
Sock and Sweater Yarn **17c**
Lilly Frost Tone Reg. 79c
Crochet Thread . . **39c**
Clark's O.N.T. Size 30 Reg. 10c
Crochet Thread . . **4 for 15c**
While They Last

Polyethylene WASTE BASKETS

1.49
Value **65c**
(Limit 2 to customer)

Polyethylene OVAL DISH PAN

Yellow, red or turquoise
1.98
Value..... **98c**
(Limit 1 to Customer)

INFANTS DRESSES

Entire Stock
1/2 Price

PLASTIC SOLDIERS

30 to Bag
98c
Value..... **79c**

Helicopter PUSH TOY

59c
Value..... **29c**

What Not Shelves 'Alphabet'

39c
Value..... **25c**

Carter DRAIN CLEANER

1.79
Value..... **85c**



SEE OUR COMPLETE SELECTION
Loose Leaf Monogrammed
NOTE BOOK BINDER
Heavy Canvas Cover
Your Choice of Monograms:
Point Loma, Dana Jr. High,
Sacred Heart
Reg. 98c . **69c**

Sturdy Metal Construction
Lunch Box Rodeo Design
Reg. 49c..... Sale **29c**



MADE TO YOUR ORDER

- Railings
- Balconies
- Trellises
- Castings

We will be happy to have one of our representatives call on you.

FREE ESTIMATES!

STATE LICENSED CONTRACTORS

B&G WELDING WORKS

CUSTOMIZED AND GENERAL WELDING
4286 Midway Drive AC-3-1649
First Bridge North of Midway Drive-in Theatre

HOMER'S VARIETY STORE

100% OCEAN BEACH OWNED

4871 NEWPORT AVENUE

OCEAN BEACH

Tips on Touring

By Carol Lane
Women's Travel Authority

If you think you're an expert driver, you needn't read this. But if you're just learning—or thinking about brushing up—you may get some tips from this report. It's from a friend who just finished a driving course taught by professionals.



On the first day, there's a two- and a half-hour class session. Students see a movie depicting right and wrong driver attitudes, and attend an instruction period on the mechanics of driving, utilizing a scale model car. Students are then given psycho-physical tests to determine field of vision, night and glare vision, brake reaction time, and depth perception. Results of these tests are given to the instructor who accompanies the student for the rest of the course.

After this, there are ten two-hour periods of instruction in the automobile. The student spends one hour of each period driving and one hour observing from the back seat while another student drives. The observer wears a safety belt; the instructor sits next to the driver in the dual-control automobile.

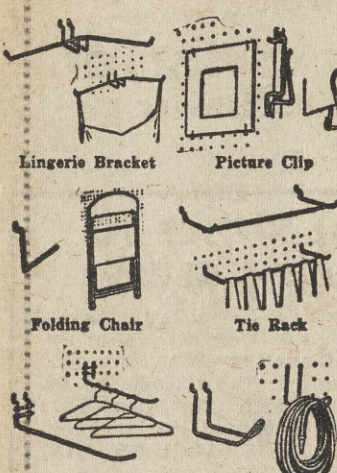
(My friend was most impressed with the "observation" idea. She learned a great deal by watching the other student's mistakes—and was grateful for the safety belt more than once.)

Between the ninth and tenth lesson, the student must practice driving a minimum of ten hours at home. Naturally, she must be accompanied by a licensed driver. The final lesson consists of a comprehensive review of all instruction and a qualifying driving test, similar to the state road test. If the student wishes, a written driving analysis will be provided by the instructor. It tells the student what her weak points are so she can concentrate on improving them prior to the state test.

Handy Jim's FIXIN'-UP TIPS For the Home

All Types of Storage
On "Peg-Board" Panels

IT'S amazing the large variety of things that can be stored on "working walls," better known as Masonite "Peg-Board" panels and fixtures. They are extremely versatile. Hooks and brackets have been designed to hold such diverse items as folding chairs, golf bags, tools, dishes, shoes, neckties, lingerie, books, umbrellas, planters, among a host of other things.



Pictured here are a few examples. Most lumber dealers have available not only the "Peg-Board" panels, but also 60 or more types and styles of fixtures. The illustrations will serve to point up some common uses, but ingenious readers will quickly think of other ways to use the panels and hooks for their own individual needs.

More than 700 varieties and grades of oil-based synthetic rubber have been produced, according to the National Automobile Club.

SIXTH CHURCH
of
CHRIST, SCIENTIST
2340 Chatsworth Blvd.
San Diego, Calif.

Sunday Services 11:00 a.m.
Sunday School 9:30 & 11 a.m.
Wednesday 8 p.m.
Reading Room 12 noon to 4:30
except Sundays and Holidays.
You are welcome at the services and to use the reading room.

BUILDERS DRAWING
SERVICE
HUB MISHI ER
Office AC-3-8123 Home
2090 Sunset Cliffs Blvd.

TRUST DEEDS
PURCHASED
ANY TYPE ANY AMOUNT
PIONEER MORTGAGE
SALES COMPANY
5600 EL CAJON BLVD
JUL 2 2 655 EVES. C.Y.E. 3103

FERGUSON'S "Superette" 3430 MIDWAY DRIVE It's No Secret...



You Get Both

LOW, LOW PRICES

PLUS

S&H GREEN STAMPS

Plus...

this AMAZING GOODWILL OFFER!



Beautiful... VOGUE... Ultra-Modern Waterless Cookware
EXTRA-HEAVYWEIGHT ALUMINUM

Featuring the Distinctive "COPPER-HUE" COVERS

The beautiful anodized "Copper-Hue" aluminum covers gleam like jewels... and are stain and scratch-resistant.

A ONCE-IN-A-LIFETIME OPPORTUNITY!

HERE'S ALL YOU DO—

It's so easy! Simply save the cash register receipts from every purchase you make in our store. With only \$5.00 in receipts, you can take home any of these utensils of terrific bargain prices. It is our way of saying, "Thank you! We appreciate your patronage."

Treat your family to foods cooked the Delicious and Healthful WATERLESS WAY!

- Precious minerals and vitamins are preserved.
- Foods cook in their own rich, delicious natural juices.
- Save fuel! Only "LOW-HEAT" is needed to cook.
- Food shrinkage is reduced—save on meat and grocery bills.
- Less work—no "pot watching" required.

S&H Green Stamps Given with all Premium Purchases!



It bakes, fries, broils and grills. Perfect for pancakes, hamburgers, bacon, eggs, etc. Easy to use—easy to clean. Triple-thick aluminum for lifetime service.



Here's what FERGUSON'S offer you...
The same Consistently competitive prices!
The Same High Quality!
The same Courteous, Friendly Service!

We Reserve The Right To Limit Quantities

SPARE RIBS EASTERN 39¢
Small Sizelb.

BACON MORRELL'S PALACE 45¢
Slicedlb.

CHICKEN BARBECUED 1.29
Wholeeach

SPARE RIBS BARBECUED 39¢
They're Deliciouslb.

FROZEN FOODS

FAIR ACRES VEGETABLES

• Cut Broccoli
• Mixed Vegetables
• Peas & Carrots
• Leaf or chopped Spinach

10 pkgs. \$1

• Peas
• Cut Corn
• Reg. or French Cut Green Beans

8 pkgs. \$1

Potato Salad . . . lb. 29¢

Salad Bowl Dressing . qt. 39¢

Pacific Soda Crackers, lb. box 19¢

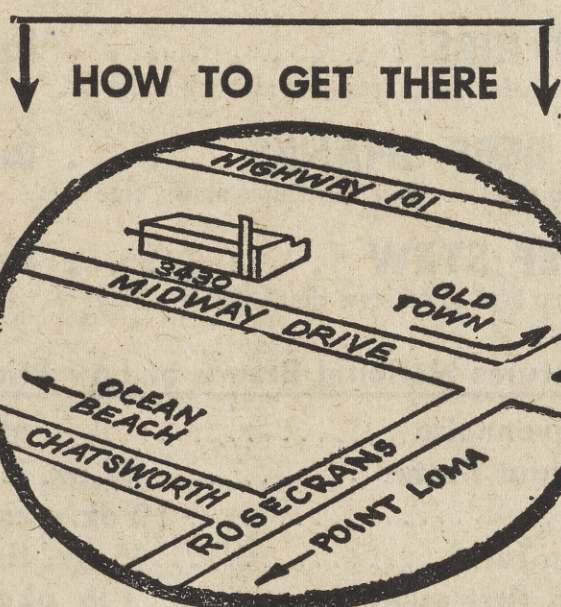
SMALL AA

EGGS
doz. 29¢

WHITE ROSE

POTATOES
10lbs. 39¢

THURSDAY, FRIDAY, SATURDAY
SPECIALS!
Prices Effective
Midway Superette Only.



ACT NOW! This offer Expires Sept. 30th
Complete Your Set Now!

STAINLESS
STEEL
FLATWARE



5 Piece Place Setting
or Set of 6 Tea Spoons.
Regular \$2.25 Value.

NOW
ONLY 79¢
With \$5.00 Purchase



3430
Midway
Drive

SINCE 1938... SERVING YOU THE FINEST FOODS

Free
Dinnerware
Offer
Good Only
at Pt. Loma
Food Basket!



ONLY 1 MORE WEEK

... offer expires Sept. 15

FREE HAND PAINTED DINNERWARE!

Get either a 5-Piece Place Setting or 3-Piece Soup Bowl Set absolutely free with \$29.00 worth of green cash register tapes from our Point Loma Food Basket. Each unit is a \$2.50 value. There is no limit to the number of units you may obtain. Just save your tapes ... and come in and get your free dinnerware with every \$29.00 worth! Hurry, however, for the offer expires soon!

All good things must come to an end ... and so does this free dinnerware offer which expires in a week! We are pleased that so many fine Pt. Loma residents have happily accumulated sets of this fine Algiers hand-painted dinnerware absolutely free while enjoying Food Basket's fine foods at famous low prices. If you haven't yet obtained all the units you want, here's your chance to do so. In fact, there's still time to accumulate a set, too, if you like. It's stock-up time for fall days ahead! Fill your pantries and get your free dinnerware at the same time! You'll love the distinctive coloring and beautiful design ... but hurry, for this astonishing free offer will expire in a short time.

5-PIECE SET CONSISTS OF:

9½ In. Dinner Plate
Salad Plate
Dessert Plate
Cup and Saucer

3-PIECE SET CONSISTS OF:

Three Beautiful Matching
Soup Bowls

SPECIAL NOTICE TO CHURCHES, CLUBS

Here's your chance to complete the supply of beautiful "Algiers" hand-painted dinnerware for your Church or Club! Save your Green Cash Register Tapes from our Pt. Loma Food Basket and "pool" them. Your church or club committee can then exchange them for FREE "ALGIERS" DINNERWARE SETS!

ADDITIONAL COMPLETER SETS AVAILABLE

Complete your dinnerware with these matching serving pieces.

VEGETABLE BOWL and PLATTER
2-Pc. Set \$3.95 VALUE

\$1.99

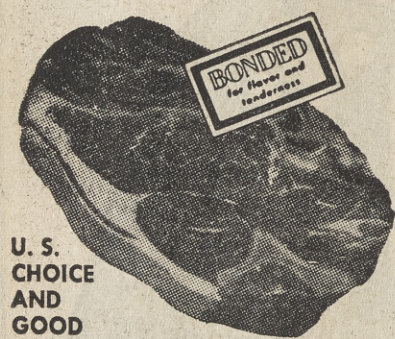
SUGAR and CREAMER
2-Pc. Set \$3.95 VALUE

\$1.99

**UNCONDITIONAL
LIFETIME
GUARANTEE**

This ware is underglazed and pattern will never wear off, fade off, wash off or crackle. Free replacement is our bond.

Be Sure to SAVE with Food Basket Bonded Beef



U. S. CHOICE AND GOOD

Chuck Roast

All Center Cut & 7-Bone
Look at this low price on Food Basket's famous Bonded Chuck Roast ... all Center-Cut and 7-Bone from the finest U. S. Choice grain-fed beef. A terrific buy ... load your freezers!

29^c lb.

PRIME SHORT RIBS lb. 29c

U. S. Graded Choice grain-fed beef, fresh cut and full of flavor.

CENTER CUT BEEF SHANKS lb. 29c

Loaded with tender, lean meat ... fine for soups, stews, fine beef.

BONELESS BEEF STEW lb. 59c

Tender, lean cubes of fine beef for a stew that's fit for a king.

Food Basket Features National Brands at Low Prices

Laura Scudder Mayonnaise qt. 59c

Laura Scudder Peanut Butter 12 oz. jar 47c

Minute Rice 10 oz. pkg. 39c

Del Monte Tomato Juice 46 oz. tin 24c

Dairy Maid Butter, first quality 1 lb. pkg. 69c



U. S. CHOICE AND GOOD

Cross Rib Roast

Our Genuine Boneless Cross Rib Roast ... cut in our famous style from the finely-grained portion of the beef shoulder! Fresh-cut from finest U. S. Graded Choice grain-fed beef ... all solid, lean meat.

59^c lb.

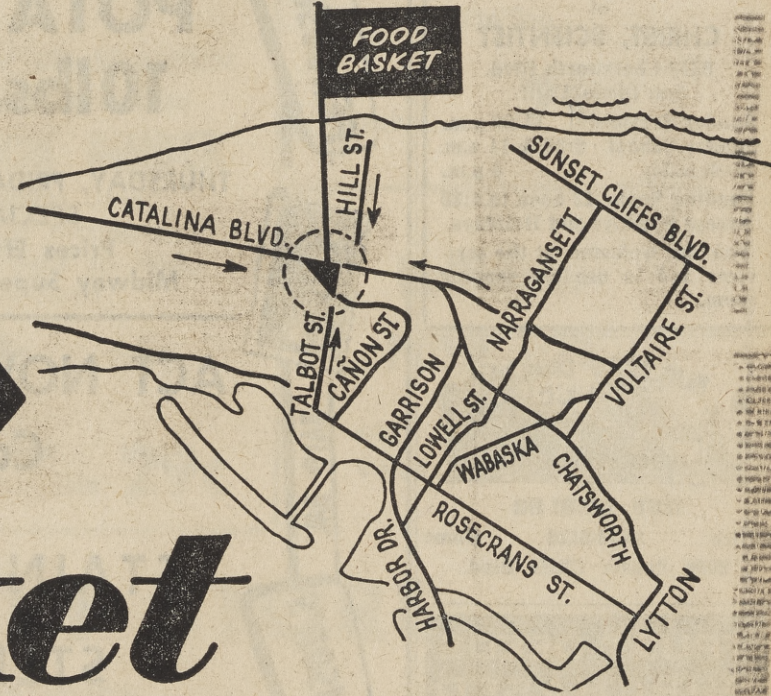
Another Exclusive Food Basket Service: Be sure to pick up your free copy of Mary Morgan's "School Starters" pamphlet this week at your Pt. Loma Food Basket!

STORE HOURS: Daily, 9 a.m. to 7 p.m.
Friday—9 a.m. to 9 p.m.
Sunday—10 a.m. to 7 p.m.

Prices effective Thursday, Friday, Saturday. Limit Rights Reserved.

HOW TO GET THERE →

Food Basket



The New Pt. Loma Food Basket is Located at Talbot & Catalina

Seeing Is Believing

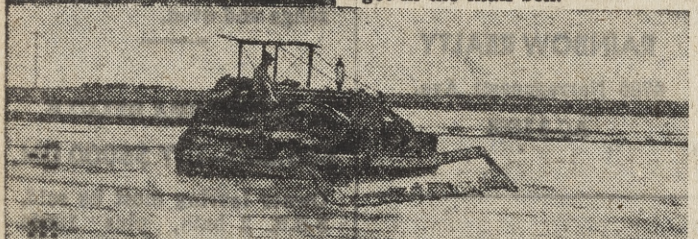
WATCH THE BIRDIE—Assuming an air of nonchalance, Julius, a chimpanzee from the Detroit zoo, gets nudged by Tarzan, a brother chimp. With the help of a Detroit News' photographer, Thel Burget, the chimps have become quite adept with the camera act.



SCOOP! BEAR TREES MAN—Tourists driving near Cliff-dell, Wash., take a quick second-look when they see this scene. It looks like the real thing, but actually it's the skin of a long-dead bear, nipping at a straw-filled trousers and shirt. (Wide World Photos)



MIDGET MALES DOUBLE-UP FOR BIG MAIL—Since the "Big-Top" of Ringling Bros. and Barnum and Bailey circus recently folded, these two midgets are probably looking for work. Could be that Prince Paul and Lauro Marales are making sure their employment applications get in the mail box.

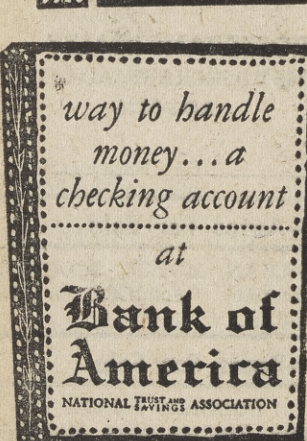


SEA OF MUD—An unusual sight near Agua Dulce, Tex., is this International TD-14A crawler tractor, spreading a "sea of mud," which results from salt water pits. After the tractor, equipped with the special mud-spreader, has done its leveling job, the mud dries and the earth is returned to its original condition.

For Quick Results, Try a Classified Ad!!

BRIDGE SCORES

Ocean Beach Community Center scores for August 29 were as follows: East-West High Over-all—Mr. and Mrs. Alfred Breslau; 2nd, Eva Cooper, Eunice Harwood; 3rd, Mr. and Mrs. J. Locke, North-South—Lillian Kocar, Stella Christy; 2nd, Emma Hegerle, Louise Munsell; 3rd, Mr. and Mrs. Andy Perrons.



WHO'S NEW ON POINT LOMA

Cmdr. (USN) and Mrs. H. C. they would get to return. They did. Now they've bought a home in the 900 block of Temple St. They have two children, Ann, 5, and Billy, 2.

Navy Chaplain and Mrs. R. E. Barnes, of Western Hills, S. D., have bought a home in the 2600 block of Locust St. Their son, Darrell, 16, just returned from the Alaskan trip, sponsored by the San Diego YMCA and directed by Howard Christman. Daughter Joan, 19, will attend Woodbury in Los Angeles.

L. Roth, new assistant to Herbert Kunzel, president of Solar Aircraft, arrived from Huntsville, Ala. with his wife and five sons. They have bought a bayside home in the 800 block of San Antonio Place. Axel, 20, is attending an eastern college. The other boys, Dieter, 17; Volker, 14; Gerhard, 11 and Verner, 6, are enjoying the advantages of living so near the water.

Newcomers to Point Loma are Dr. and Mrs. S. G. Belote and their son, Christopher, 9 months. They have taken a home in the 3700 block of Jennings St. Dr. Belote is a radiologist.

From Fullerton, Calif. come Mr. and Mrs. W. W. Hogben, who have taken a house in the 3400 block of Dumas St. They have a daughter, Susan, 6, and a son, Russell, 1. Mr. Hogben is manager of General Electric Agency here.

When Lt. Cmdr. (USN) and Mrs. A. W. Coset were in San Diego during the war, they hoped

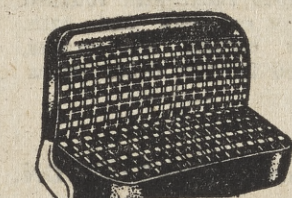
When It Comes To
Fine Diamonds
COME TO

WOLF JEWELERS
CREDIT
4822 NEWPORT AVE.
AC-3-1840 Ocean Beach

BUSY WITH
Back To School?
MAY WE SUGGEST YOU
MAKE DAUGHTER'S AND
YOUR APPOINTMENT
NOW.

John's
SALON
OF
BEAUTY
3013 Rosecrans
Loma Portal
AC-3-3487

Ocean Beach Auto Trim Shop
4842 Newport Avenue. AC-3-9797, AC-3-3932
SEAT COVERS
Installed, \$13.95 up
AUTO TOPS
Installed, \$27.95 up
TRANSPARENT COVERS
\$19.95 up



ELM'S



the
shoe
that
understands
children

... understands how they grow, and that they'd rather run than walk! Knows that children and their feet come in all sizes and widths... and that shoes must do the same. Knows, too, that shoes must fit right in the first place, and hold their shape to keep on fitting. The Stride Rite shoe knows this, does this... and millions of mothers know that it does! (We know it, too. That's why we carry Stride Rites, and fit them so carefully.)

THE
STRIDE RITE
SHOE

ELM'S

SINCE 1936

Newport Ave., Ocean Beach

OPEN FRIDAY UNTIL 9 P.M.

SHOP YOUR LOCAL SAFEWAY
LOCATED AT
4905 Newport Ave., Ocean Beach
3010 Carleton St., Point Loma
2850 Midway Drive

SAFEWAY

No v at all Safeway Stores

THE ILLUSTRATED HOME LIBRARY ENCYCLOPEDIA

HANDSOME 20 VOLUME SET

Just in time for School, Safeway offers this Illustrated Home Library Encyclopedia on our ONE A WEEK BOOK PLAN. Start your set this week... Remember, when you shop at your Safeway you save in many ways.



A Once In A Lifetime Buy!
A treasury of knowledge is yours once you get this easy-to-own, authoritative, 20 volume set. It covers Science, History, Geography, Biology, Engineering, Business, Biography and thousands of other subjects. All this vast amount of material has been classified so that it is easy-to-find and easy-to-read. Photographs, drawings, maps and charts are combined with the text, opening up new vistas of the world around us!

AVAILABLE ONLY ON THE
EASY-TO-BUDGET
BOOK-A-WEEK
PLAN

AVAILABLE ONLY AT

SAFEWAY

99¢ PER VOL

It's Safeway for the Best in Meat Values

Rib Roast
1st 5 Ribs, 7 inch cuts
USDA Choice Beef
lb. **69¢**

Rib Steaks USDA Choice-Beef (1/2 Rib bone removed) lb. **79¢**
Spencer Steaks USDA Choice Beef lb. **\$1.49**

Corned Beef USDA Choice Beef Brisket lb. **45¢**

Fresh Pork Butts Cudahy Tasty Butts lb. **45¢**

Perch Fillet Captain's Choice Frozen Fish pkg. **42¢**

Beef Liver Nutritional Sliced Liver lb. **39¢**

Ground Beef Visking Sealed State Inspected lb. **39¢**

Sole Fillet Captain's Choice Frozen Fish pkg. **55¢**

Shop **SAFEWAY** For Produce Values

Fancy Apples Banana Variety For Pies and Sauce 3 lbs. **25¢**

Valencia Oranges Small and Medium Fancy Top Grade 5 lbs. **29¢**

Fresh Corn Besa Corn of the Season ear **5¢**

Basket Tomatoes Small and Medium 3 lb. basket and over lb. **29¢**

Fresh Prunes Fancy Grade Idaho Italian lb. **10¢**

It Always Pays to Shop **SAFEWAY**

Enriched Flour Kitchen Craft 5-lb. bag 46¢ **10 88¢**

Loaf Cheese Breeze 2 lb. pkg. **75¢**

Mild Cheddar Cut and Cello Wrapped Cheese lb. **49¢**

Lemonade Scotch Treat Frozen Lemonade 6-oz. can **10¢**

County Fair Pies All Frozen Pies Except Blueberry each **49¢**

Green Peas Birdseye or Bel-air Frozen Green Peas 10-oz. pkg. **35¢**

EMPRESS Preserves and Jellies

Your Choice Mint Apple, Grape Mixed Fruit, Plum and Apple Jellies, Apricot-Pineapple, Plum, Grape Preserves, Orange Marmalade

Special Price Applies ONLY to Purchase of 5 or More.
5 12-oz. glasses \$1

Combination OFFER
1 Qt. Lunch Box and 18 oz. Beverly Peanut Butter Creamy or Chunky Both Only **99¢**

Party Angel Food Ring 12-oz. Curly Cake **39¢**

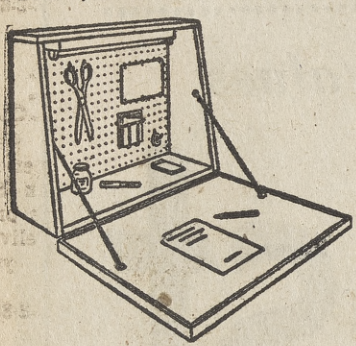
These prices effective in all Safeway Stores in San Diego County Thursday, September 6, thru Sunday, September 9. Limit rights reserved.



PRETTY AND PRACTICAL, a furry pile coat answers the cold weather problem for this grammar girl. Buttons are hand-braided. Of Borgana.



Handy Jim's
FIX-UP TIPS
For the Home



Personal Wall Desk
Boon to Boy or Girl

A PERSONAL desk is a boon to the school age girl or boy. It needn't be costly, either. The illustration shows a wall-hung desk, made in the home workshop at small expense out of common building materials such as 1-inch lumber, a Masonite "Peg-Board" panel for a back, and a piece of hardboard that's smooth on both sides for the drop-down writing surface.

Ordinary molding, obtainable also at the lumber yard, is another material required. An interesting feature is the optional chalkboard, which can be made by painting the underside of the writing surface with blackboard slating, available at paint stores.

An important feature is the built-in fluorescent lighting fixture, which furnishes a soft but sufficient light right where it is needed.

Readers may obtain a free plan showing how to make the wall desk. Send a postal card to the Home Service Bureau, Suite 2037, 111 West Washington St., Chicago 2, Ill., and request plan No. AE-310.

SAVE
AS YOU SPEND
SHOP WHERE YOU GET
2-X GREEN STAMPS

OCEAN BEACH
LOWNE'S DEPT. STORE
4960 Newport
AC-2-8685

LOMA PORTAL
R. E. MOORE GARAGE & SERVICE STATION
2918 Lytton St.
AC-3-5331

Legal Notices
NOTICE TO CREDITORS
No. 56653

ESTATE OF FRANCES ROSE TAYLOR also known as FRANCES R. TAYLOR aka FRANCES TAYLOR, Deceased. Notice is hereby given by A. E. GALLAGHER as the Administrator of the above entitled estate, to the creditors of, and all persons having claims against the said decedent, that within six months after the first publication of this notice, they either file them with the necessary vouchers in the office of the Clerk of the Superior Court of the State of California, in and for the County of San Diego, or present them with the necessary vouchers to the said Administrator at his place of business 3322 Congress St., San Diego 10, California.

Signed A. E. GALLAGHER, Administrator of the Estate of the above named decedent.

JAMES DON KELLER, District Attorney and County Counsel. By Duane J. Carnes, Deputy. Attorneys for said Administrator.

Published in the Peninsula News Aug. 23, 30, Sept. 6, 13, 1956.

USE THE
WANT ADS
FOR QUICK RESULTS

CLASSIFIED ADS BRING QUICK RESULTS

1—Homes For Sale



Let one of L. Van Stelle Realtor experts get the right price for your home.

4-A—Business Rental

STORE ROOM, former Water and Telephone office. 1935 Bacon. Rent \$30. Titlow Agency, 4993 Niagara, AC-3-1685.

GARAGE, for storage or car, cement and private. Available Sept. 9th. AC-3-1773.

5—Rentals

Welcome Friends
To The
DEL WOOD
APARTMENT MOTEL
First Class Accommodations
Day, Week or Month
Call AC-2-1909 for Reservations
2104 Bacon St. Ocean Beach
San Diego 7, Calif.

4 ROOM COTTAGE furnished, in Ocean Beach. GR-7-2254.

\$35—STUDIO COTTAGE, 5066 1/2 Del Monte, AC-2-3837.

5-C—Apts., Furn., Unfurn.

\$80—2 B.R. Unfurn., near school, teenagers only. 3652 Voltaire, AC-2-5426.

FURNISHED STUDIO, single, modern, clean. Close in. \$48. AC-3-9143.

\$37.50—STUDIO apartment partly furn. Single only. No pets. AC-3-5730.

STUDIO APARTMENT, private entrance, shower and garage. \$10 wk. 4653 Del Monte, Phone AC-2-2480.

FURNISHED APARTMENT, TV, man only. \$40. 5049 Newport.

5-G—Misc. Rentals

DO IT YOURSELF
Rent Our Tools & Equipment
Cement Mixers, Wheelbarrows, 1 ver Weed Cutters, Power Lawn Mowers, Lawn Renovators, Roto Tillers, Garden Tractor, with Dozer and Plow, Sanders, Misc. portable electric tools. Trailers. Elect. Hedge Shears.

AUSTIN'S
4856 Santa Monica AC-3-5324

6—Wanted To Rent

UNFURNISHED 2 Bedroom house or apartment. AC-2-4376.

8—Contractors, Builders

REMODELING & ROOM ADDITIONS
Let us assist you in your planning and financing.
FREE ESTIMATES & ADVICE

SAN DIEGO HOME IMPROVEMENT CO.
4837 Voltaire
Day AC-3-1914 Nite AC-3-8849

WALLS, fireplace, patios, barbecues, drains, carpentry, plastering repairs. Free estimates. A Simas, AC-2-6717.

9—Painting & Decorating

ROBBIE'S
Pittsburgh Paint Store
Painting & Paperhanging
Contractors
FREE ESTIMATES
1855 BACON ST. AC-2-6181
Merrill A. Robertson

10—Landscaping

Andy's
LAWN MAINTENANCE
Gardening Service, Tree Service
Free Estimate
AC-3-6358

10—Landscaping

LANDSCAPE GARDENING
BY
BEN M. STONE
EXPERT PRUNING, HAULING
Monthly Maintenance
AC-3-7668 AC-3-9477

TOPSOIL
Grading, Skiploding
Larry Eulberg, AC-2-8883

13—Schools, Instruction

PIANO INSTRUCTIONS
in Ocean Beach. For further information call AC-2-5791 after 5:30 p.m.

MUSIC INSTRUCTION
On Clarinet, saxophone — flute. Beginners or advanced, \$1.50, my home Mr. Franzman. AC-2-4584.

14—Personals

WANTED AND NEEDED
YOUR REPAIRABLE
DISCARDS

To provide training, rehabilitation and wages for the handicapped.

GOODWILL INDUSTRIES
402 5th Ave. BE-3-5157
24 Hr. Telephone Service
Myron Insko, Exec. Director

15—Services Offered

WALT'S
LANDSCAPE GARDENING
LAWN CARE
Bulldozing Clean Ups
Free Estimates AC-3-8362

MIMEOGRAPHING
Distinctive Work.
IBM Electric Typewriter.
Telephone Answering Service.

LELA LAYNE
1051 Roscreans AC-3-3719
CABINETS — Furniture, store fixtures, displays manufactured. Furniture Refinished. AC-3-1592.

LAWN MOWERS SHARPENED
Hand or power by factory approved methods. Satisfaction guaranteed.

Saws, Shears, Hand tools
Pick-Up and Delivery

AUSTIN'S
4856 Santa Monica AC-3-5324

TYPEWRITERS
ADDING MACHINES
Buy for less. Discount to Service Men. Rentals, Repair, Sales. 30 years experience.

Beach
Typewriter Co.
5035 Newport AC-2-7133
Ocean Beach

WINDOW SHADES
Repaired — Replaced
Bring in your old rollers and save.

SHAW'S FURNITURE
4051 Voltaire AC-3-3630

PURCELL RUG FARM, Used Rugs & Carpeting, wall-to-wall carpet, cleaning, modern latest equipment. Sewing & binding. 9x12 Cleaned \$6.00. 4234 Voltaire, AC-3-9877.

CARPENTRY, Small remodeling, Home repairs, by hour or day. Phone AC-2-2305.

WINDOW CLEANING — Residential, Commercial. Also floor waxing. Call Tony AC-3-8314 or AC-3-9635.

IRONING or Baby Sitting, my home or yours. Reasonable. AC-2-2317.

CARPENTRY, Repairs, remodeling, gardening, maintenance. References. AC-3-1704.

PIANOS AND ORGANS TUNED and Repaired. AC-2-8379, 4869 Santa Monica.

CERAMIC TILE WORK, Remodeling of all types. Melvin Russell. AC-2-2652.

LAWN MAINTENANCE — Clean-up, hauling. Call Larry AC-2-2581, AC-3-1105.

CARPENTER JOURNEYMAN, Particular work for particular people. Roy Bonham, AC-3-7331.

LAUNDRY AND IRONING, my home. AC-3-1773.

CARDROOM

PASTIME CLUB CARD ROOM
Join your friends for a pleasant evening. Ladies welcome. 5049 Newport.

CHAIR CANING
RUSH SEATS

BLIND INDUSTRIES
OF CALIFORNIA
100 West "B" St. BE-4-4149

COCKTAIL LUNGES

WEBB'S CANTEN
Dancing Nightly
1921 Bacon AC-3-9650

ELECTRICAL CONTRACTORS
C. O. CARL & SON
2223 Bacon AC-3-1919

15—Services Offered

FLORISTS
JO'S FLOWER SHOP
4728 Voltaire AC-3-3306

FUNERAL HOME
BEARDSLEY FUNERAL HOME
1818 Sunset Cliffs AC-3-8100

HARDWARE
SCHOEN'S HARDWARE
Housewares, Paints, Toys
4827 Newport AC-2-8091

JEWELERS
The Biggest Little Jeweler
in Ocean Beach
C. L. DERSCH
JEWELER and WATCHMAKER
4952 Newport Ave. Ocean Beach
All Work Done in our Shop!
AC-2-0215

SMITH & SONS JEWELERS
4831 Newport AC-3-0718

LUMBER
POINT LOMA LUMBER CO.
4975 N. Harbor Drive
AC-3-7111

MOVING & STORAGE
OCEAN BEACH TRANSFER
MOVING AND STORAGE
5040 NEWPORT AVE.
AC-3-3271

B & K TRANSFER
1930 Bacon St. AC-3-9008

NOTARIES
SIEGEL REALTY
4170 Voltaire AC-3-7147

NURSERIES
BLUE PACIFIC NURSERY
4850 Newport AC-2-1151

SCHOOLS
Nursery to First Grade
Little Tots
Nursery School
4972 Santa Monica AC-2-2314

PT. LOMA PLAY SCHOOL
2 thru 6 yrs.
2909 Keats (near DeFalco's)
AC-2-9111

SCHOOLS—Academic
Nursery to 9th Grade
WARREN WALKER SCHOOL
4605 Pt. Loma Ave.
AC-3-3663

SERVICE STATIONS
BILL'S MOBILGAS SERVICE
Corner Point Loma Ave.
and Sunset Cliffs, AC-2-4422

SHOE REPAIR
WOOD'S SHOE SERVICE
4979 Newport AC-2-0165

TAXI SERVICE
A.B.C. CAB CO. AC-3-8322
2-Way Radios Oper 24 hrs.
Low, Low Rates — Go Anywhere
5 can ride for price of 1
5049 Newport

WATER SOFTENERS, Sales & Service
DUDLEY PLUMBING
4950 Voltaire AC-3-7468

17—Child Care
BABY SITTING my home. Monday thru Friday. AC-3-0056.

BABY SITTING — Experienced. Your home. AC-3-7841.

BABY SITTING. Any hour. Your home. AC-2-5103.

CHILD CARE my home. Any age. AC-3-5104.

BABY SITTING. Full time my home. Yard. AC-3-5784.

EXPERIENCED CHILD CARE. Full time or days in my home. AC-3-0153.

CHILD CARE in my home. Phone AC-3-9174.

CHILDREN CARED FOR, your home weekends. Ref. Call after 6 or Sun. AC-3-9155.

DAY CARE for school child in my home. AC-3-0064.

18—Situations Wanted
CAPABLE LADY wishes to serve at luncheons, parties, etc. References available. AC-3-0816.

18-A—Help Wanted
BOYS, TO DELIVER PENINSULA NEWS, ROSECRANS & TALBOT AREA EACH THURSDAY. AC-3-3156.

DRIVER, Full or part time. ABC Cab Co. 5049 Newport.

BOYS TO DELIVER PENINSULA NEWS IN FRONTIER AREA. AC-3-3156.

19—Help Wanted, Female
YOUNG LADY—General office and Classified Sales. Age 21 to 35. Typing and filing experience. References. Phone Peninsula News, office for appointment. AC-3-3156, AC-3-3157.

BABY SITTER, my home, 3:30 p.m. to 1:30 a.m. \$10 week and bus fare. AC-2-7778.

PART TIME HOUSEKEEPER, 1:30 to 4:30, 5 days. \$12.50 wk. AC-2-9018.

REAL ESTATE

TWO
BRAND NEW
2 BEDROOM
DUPLEXES
ONLY \$16,500 EA.

NOW UNDER
CONSTRUCTION

at

5022 Voltaire St.
TILED KITCHENS & BATHS
Knotty Pine Ceilings—Many
Extras. Buy now and Select
Your Colors.

WE WILL ALSO BUILD ON
YOUR LOT.

CALL US FOR FREE
ESTIMATES

Western Realty Co.
Realtors

JU-2-0211 AC-2-7903

OCEAN BEACH

\$10,500—2-B.R. stucco home and garage cor. lot, only \$2000 dn.

\$9500 — 3-B.R. Needs some repairs, lot 50x140.

\$14,000—4-B.R. 2-story house, 2 baths, nice view, terms.

\$11,500—Attractive 2-B.R. home, close in.

\$16,500—Duplex 2-B.R. each, on corner lot. Good terms.

LISTINGS WANTED

We want your OCEAN BEACH AND PT. LOMA LISTING. We will advertise it, in five separate papers.

BERT W. WENRICH
Realtor
Ocean Beach
2029 Bacon AC-3-8425

19—Help Wanted, Female

DENTAL ASSISTANT, with basic lab training, part time, week day mornings, new modern office. AC-3-7189.

BABY SITTER my home, steady. Evenings and weekends. Phone AC-3-6738.

CARE of 9 year old boy. 2:30 to 5:30 Mon. thru Fri. AC-2-2491.

SKIP TRACER — Collection clerk. Will train. AC-3-9610.

21—Radio, TV

TV SERVICE. Cash and carry. Big Savings. Fast, efficient service! Open evenings. Lucky Marine Radio, 4733 Point Loma Ave. AC-2-3060.

TV RENTALS—By week or month. Delivery service. BOB HORN TELEVISION, 1865 Sunset Cliffs, AC-3-7139.

24—Miscellaneous For Sale

INLAID LINOLEUM
Latest Designs by
ARMSTRONG—including
CORLON
FREE ESTIMATES
SHAW'S FURNITURE
4051 Voltaire St. AC-3-3630

STUDENT DESK
Unfinished\$11.95

22-IN. 4-DRAWER
CHEST, unfinished11.95

16-IN. 3-DRAWER
CHEST, unfinished5.95

BOOKCASE, 26-IN.
Unfinished6.95

COMPLETE LINE
UNFINISHED FURNITURE

We Give Green Stamps
COMMUNITY FURNITURE CO.
4887 Voltaire AC-3-8714

STEER MANURE, 50c sack on 5 or more sacks.

BAYVIEW NURSERY
4927 Voltaire AC-2-8869

DRAPERIES, natural custom made, 3 prs. 6 widths each. 1 pr. regulars. Call eves. AC-2-4851.

BEDROOM SET Complete, Birdseye Maple. Misc. items. 4657 Newport. AC-3-7217.

COAT, BLACK KID Carcul, latest style, size 16. Good condition. Cheap. AC-3-8205.

SEVERAL pair nearly new Men's shoes, 7 1/2 D. AC-3-8459.

1955 ALLSTATE CRUISAIRE SCOOTER. Like new. Phone AC-2-4376.

REAL ESTATE

Point Loma -- Ocean Beach Realty Association

LOOK FOR THIS EMBLEM

Your multiple realtors in line with other occupations will be closed on Sundays (offices closed—no open houses.) And therefore will be better able to serve you on week days. Please call one of the following:



Member Offices
Closed Sundays

LOMA PORTAL PROPER

ABSOLUTELY NOTHING to match this captivating California Colonial home. Built for the most discriminating owner and beautifully executed in EVERY DETAIL. Entry, 2 twin bedrooms, 2 baths plus paneled den with built-in refreshment bar. Spacious living room and dining room opened to completely enclosed entertaining patio that defies description. A luxurious home you MUST SEE. The Doctor is leaving. Call for appointment to see. It's only \$32,500.

ROBERT CROOKS CO.
Realtors

2125 Poinsettia
AC-3-7121 AC-2-5603

VIEW FROM EVERY ROOM

Panoramic view of San Diego bay from picture windows in living room, kitchen and master bedroom. And from the other end of the living room a view of Mission Bay. Spacious 2 B.R. and a 14x25 rumpus room with roughed in for complete 2nd bath. New carpets and drapes, wired for 220. Other extras

BRAND NEW—\$1500 DN.

Ranch style 3 bedroom, 2 bath, fireplace, central heat, glass doors to patio. Evening, call Mr. Bell, AC-2-3795.

SIEGEL REALTY

AC-3-7147
4170 Voltaire

WE ARE

PRACTICALLY
"SOLD OUT"

OF
ADVERTISING LISTINGS

WE NEED
YOUR LISTING

CALL US

FRED J. KORABEK, Realtors
And Associates

2145 POINSETTIA
AC-2-1148

JUST \$18,500

THE PENINSULA NEWS BOOSTER SLOGAN CONTEST

Rules of the Booster Slogan Contest

1. Any person is eligible except members of families or employees of The Peninsula News.
2. Locate the "Hidden" Word found in each column. These words will be changed into a new location somewhere among the ads each week. Work from left to right.
3. Write your entry along the same theme as the words compiled. Bring or mail to the Peninsula News office.
4. The Peninsula News will have your entry impartially judged and award a Credit Certificate worth \$12.00 to the winning contestant.
5. Any contestant may submit more than one line, if desired.
6. This contest closes at 1 p.m., Tuesday. All entries must be in the office by that time.
7. In case of ties, identical prizes will be awarded to all tying contestants. The decision of the judges will be final.

\$312.00

— IN —

MERCHANDISE and SERVICES

WITH THE SPONSORING ADVERTISER OF YOUR CHOICE

SAVE TIME AND MONEY SHOPPING IN THE PENINSULA AREA

More than 13,000 Families Read the Peninsula News Every Week

Copyright 1954 W. J. Rankin

Print or plainly write the "Booster Slogan" on next line:

Your rhyme or paraphrase on this line.

Name _____ Phone _____

Address _____ Occupation _____

Bring or mail this coupon or duplicate on plain paper or post card to The Peninsula News Office. All entries must be in our hands by 1 p.m. next Tuesday. A \$12 certificate will be awarded best judged entry.

LAST WEEK'S WINNER:

MRS. H. W. EGER
4551 Narragansett

Winning Slogan:

Booster Winners take a bow—we congratulate you each,
May the good life continue for the Point and Ocean Beach.

USE THIS RELIABLE DIRECTORY AND PATRONIZE THE MERCHANTS AND SERVICES FOUND LISTED BELOW

APARTMENT HOTEL

Ocean Manor Apartment Hotel

Heated Swimming Pool and Ocean Bathing, Fishing, Sun-decks, Patio, Television in every Apt., Single Rooms or 1- and 2-Bedroom Apts., Electric Kitchens, Infra-Ray Heat. 1370 Sunset Cliffs Blvd. on the Beach at Point Loma Ave. AC-2-7901

make APPLIANCE & TELEVISION

Dawson Appliances & Television
Leading Brand Televisions & Appliances—RCA, Zenith, TV Rentals
4940 NEWPORT AC-3-1614

AUTO PARTS

Midway Auto Parts

"Auto Parts"
3038 MIDWAY DR. AC-2-1176

BAKERIES

Newport Pastry Shop

ORANGE CHIFFON
CAKE
and—
CARME FUDGE NUT
TEA CAKES
4953 NEWPORT AC-3-3556

BEAUTY SALONS

VERNA'S Salon of Beauty

• Verna
• Mr. Monte
• Marianne
1267 ROSECRANS, AC-3-1510

John's Salon of Beauty

Specialist in Personalized Beauty Services.
3013 ROSECRANS, AC-3-3487

Raymond's House of Beauty

Hairshaping, Permanent Waving, Hair Styling, Tinting, Manicuring.
"Perfect Haircuts"
1853 BACON AC-3-7328

BICYCLES AND TOYS

Gilmore's Bicycle and Toy Store

Schwinn Bicycles
Sales Service
Wheel Goods, Models, Toys, Sporting Goods.
Free Pickup & Delivery
5055 NEWPORT AC-3-3068

CAFE

Coffee Cup

Home-made pies and cakes. Complete Merchants Lunch from 60c to 75c. Also complete Luncheon and Dinner menu \$1.00 to \$1.70. Bring the entire family Child plate 50c. Under New Management.
1877 BACON AC-3-7017

CAR WASH

Midway Car Wash

Open 7 days a week. We give S & B Green Stamps. Soft Water and Mild Detergents. 3 Free Washes with every Polish Job.
MIDWAY & ROSECRANS
AC-2-1372

CHILDREN'S WEAR AND ACCESSORIES

Morlin's Tot Shop

Clothing, Shoes, Furniture, Toys, Layettes. 25 years experience in fitting Children's Shoes. Everything for your Child Infant to Twelve Years.
1918 CABLE AC-3-3817

CLEANERS

Point Loma Cleaners

"A LITTLE BETTER"
Pickup and delivery service for the entire Peninsula Area.
3663 VOLTAIRE AC-3-1354

Regal Cleaners

Quality Cleaning at Economy Prices. Let us Restore, Style, Shape and Brighten your Garments at no extra charge.
Drive in Parking, La Plaza Shopping Center.
1854 BACON AC-2-9028

CURTAINS & DRAPERIES

Joniaux Curtains and Draperies

The most Complete Curtain and Drapery Shop in the Ocean Beach area. Ready-made and Custom Made Curtains and Draperies, Bedspreads, Rods, Shades, Venetian Blinds, Accessories, Cornices, Slip Covers. Free estimate in your home. Up to 90-day accounts. No extra charge.
1851 BACON AC-3-5465

DANCE CLUB

Rock & Roll at Rosey's

Jam Session Every Sunday Night, with Dick Ryan's Band. Don't miss Jitterbug Contest every Thursday Night. Welcome—No increase in prices.
2228 BACON AC-3-9256

ELECTRICAL CONTRACTORS

C. O. Carl & Son

Wiring, Fixtures, Repairing Quality work our Specialty. 32 years serving the Peninsula Area.
2223 BACON AC-3-1919

The Peninsula News will award each week for the next 26 weeks a credit certificate worth \$12.00 to each eligible winning contestant—redeemable at any of the sponsoring advertisers who's ad is found listed on this page.

"CHECK THE ADVANTAGES"

This convenient Directory is composed of friendly local firms who realize that in order to maintain the patronage of resident shoppers, high quality, low cost and better service, must always be at your disposal. Hence, service, convenience, home delivery, local telephone, are just some of the many reasons why IT PAYS TO SHOP LOCALLY.

"ENJOY THE FRUITS OF LOCAL HARVEST"

You can have fun and become better acquainted with local advertisers and their ads by participating in our "BOOSTER SLOGAN" Contest. In each column can be found a "Hidden" Word—combine them and you have our slogan for this week—write a brief paraphrase along the same theme as the slogan—it does not necessarily have to rhyme but must always lend to the advantages of local shopping.

EXAMPLE—"Many More Reasons Why Local Trading is Best, Get Shopping Done with Time to Rest."

Scotch Electric Maintenance, Repair, Contracting—Serving the Peninsula Area.

3020 Midway Drive AC-3-8101

FLORIST

Windy's Drive In Florist

Flowers for all Occasions—Weddings, Funerals, Corsages, Cut Flowers. Open every day till 9 p.m.
"Say It With Flowers"
3001 MIDWAY, at Rosecrans AC-3-8177

reliable

FURNITURE NEW & USED

Bacon Street Furniture

New and Used Furniture and Upholstery, Television, Appliances. New idea for "Forgotten Rooms" is the New "Karpit Squares"—See them Today.
1884 BACON AC-3-5071

Community Furniture

We Buy, Sell or Trade. Rental on Rollaway Beds and Floor Polishers. We give S & B Green Stamps.
4887 VOLTAIRE AC-3-5714

GARAGES

Boech's Service

MOTOR OVERHAUL
BRAKES RELINED
WELDING
HYDRAMATIC A SPECIALTY
4605 VOLTAIRE AC-3-1447

Stevenson Motors

2 and 3 Year Guarantee on Dayton Tires with 40% off Exc. Complete Automotive Repairs. Expert Body and Fender Repair.
1955 BACON AC-3-7144

Wheatley's

Wheatley's Foreign and Domestic Car Repair. Complete Richfield Service. Now serving the Beach Areas.
1946 BACON AC-3-0796

HARDWARE STORE

Schoen's Hardware

HOUSEWARES — GIFTS TOYS
4827 NEWPORT AC-3-8991

INSURANCE

Jos. L. Richardson Company

Complete INSURANCE Service
1859 CABLE AC-3-3679

JEWELRY STORE Smith & Son

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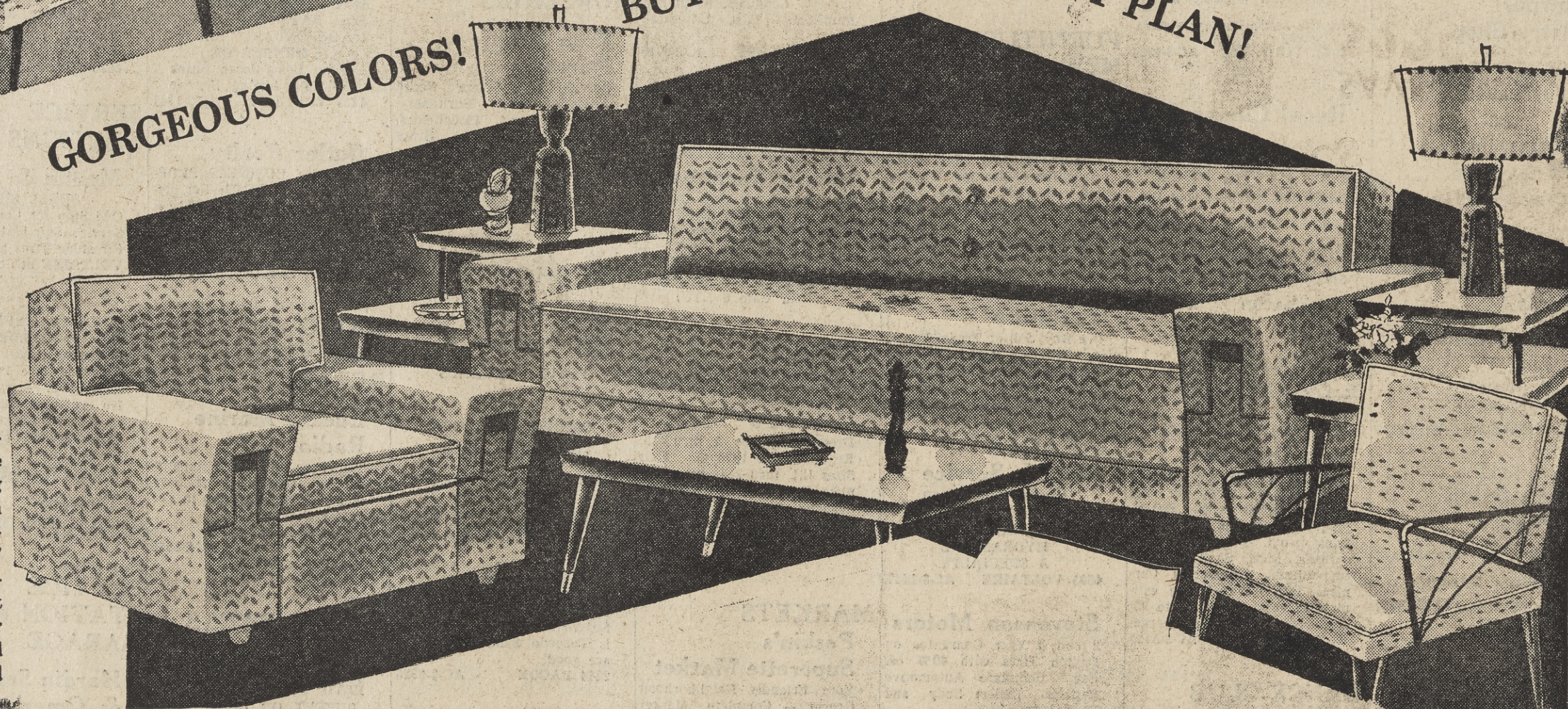
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